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**1.MARKETING STRATEGIES**

Marketing strategies are used by businesses to promote their products and services. Marketing scholars have suggested that strategic marketing arose in the late 1970s and its origins can be understood in terms of a distinct evolutionary path.A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of the products or services the business provides. A marketing strategy contains the company’s value proposition, key brand messaging, data on target customer demographics, and other high-level elements.The marketing strategy informs the marketing plan, which is a document that details the specific types of marketing activities a company conducts and contains timetables for rolling out various marketing initiatives.

Marketing strategy is a long-term, forward-looking approach and an overall game plan of any organization or any business with the fundamental goal of achieving a sustainable competitive advantage by understanding the needs and want of customers.Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and selection of market-oriented competitive position that contributes to the company's goals and marketing objectives.Scholars like Philip Kotler continue to debate the precise meaning of marketing strategy. Consequently, the literature offers many different definitions. On close examination, however, these definitions appear to centre around the notion that strategy refers to a broad statement of what is to be achieved.Strategic marketing, as a distinct field of study emerged in the 1971s, and built on strategic management that preceded it. Marketing strategy highlights the role of marketing as a link between the organization and its customers.

"The marketing strategy lays out target markets and the value proposition that will be offered based on an analysis of the best market opportunities." by Philip Kotler & Kevin Keller, Marketing Management, Pearson, 14th Edition , “An over-riding directional concept that sets out the planned path.” by David Aaker and Michael K. Mills, Strategic Market Management, 2001. The pattern of major objectives, purposes and goals and essential policies and plans for achieving those goals, stated in such a way as to define what business the company is in or is to be in. S. Jain, Marketing Planning and Strategy, 1993.Marketing your business is about how you position it to satisfy your market’s needs. There are four critical elements in marketing your products and business. They are the four P’s of marketing.

An effective marketing strategy combines the 4 Ps of the marketing mix. It is designed to meet the company’s marketing objectives by providing its customers with value. The 4 Ps of the marketing mix are related, and combine to establish the product’s position within its target markets.The marketing mix in marketing strategy: Product, price, place and promotion

The marketing mix is the set of controllable, tactical marketing tools that a company uses to produce a desired response from its target market. It consists of everything that a company can do to influence demand for its product. It is also a tool to help marketing planning and execution.The four Ps of marketing: product, price, place and promotion

The marketing mix can be divided into four groups of variables commonly known as the four Ps:

Product: The goods or services offered by a company to its customers.Price: The amount of money paid by customers to purchase the product.Place or distribution: The activities that make the product available to consumers. Promotion: The activities that communicate the product’s features and benefits and persuade customers to purchase the product.

The four Ps of the marketing mix can be reinterpreted as the four Cs. They put the customer’s

interests (the buyer) ahead of the marketer’s interests (the seller).Customer solutions, not products:Customers want to buy value or a solution to their problems.Customer cost, not price: Customers want to know the total cost of acquiring, using and disposing of a product.Convenience, not place: Customers want products and services to be as convenient to purchase as possible.Communication, not promotion: Customers want two-way communication with the companies that make the product.

2.**INTERGRATED MARKETING COMMUNICATIONS(IMC)**

Integrated marketing communications (IMC) is an approach to creating a unified and seamless brand experience for consumers across channels.Integrated marketing communications (IMC) is an approach used by organizations to brand and coordinate their communication efforts. Integrated Marketing Communications (IMC) is a concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear and consistent message. It aims to ensure the consistency of the message and the complementary use of media.Integrated Marketing Communications recognizes the value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines advertising, public relations, personal selling, and sales promotion and combines them to provide clarity, consistency, and maximum communication impact.

IMC is an integration of all marketing tools, approaches and resources within a company which maximizes impact on the consumer mind resulting in maximum profit at minimum cost.It uses several innovative ways to ensure that the customer gets the right message at the right place and right time.The American Association of Advertising Agencies defines IMC as “a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines and combines these disciplines to provide clarity, consistency and maximum communication impact.” Integrated marketing communication plays an integral role in communicating brand message to a larger audience. Integrated Marketing communication helps in integrating all essential components of marketing to communicate similar message to potential and existing end-users.Integrated marketing communication is essential not only for business to business marketing but also for direct interaction with customers. Organizations implementing integrated marketing communication not only successfully promote their brands among target audience but also develop trust among them who would always stick to their brands, no matter what. Integrated marketing communications is an approach to planning communications that gives your small business the potential to get better results from your campaigns and reduce marketing costs. Rather than relying on individual marketing efforts, like a print ad campaign, an integrated approach simultaneously makes the best use of the multiple channels available to modern businesses. By integrating tools such as advertising, direct mail, social media, telemarketing and sales promotion. Through integrated marketing communication, similar message goes to customers simultaneously, eventually creating a better impact on them.reasons why you need an integrated marketing communications strategy.

-To Deliver a Consistent Message:If your integrated marketing communications strategy achieves nothing more than delivering one message across all channels with consistency, it will still have been successful.

-To Build Your Brand’s Image:Not only will your message always be the same, but the elements of your brand will also line up more seamlessly. When your style guides, logos, headers, content, and voice are all working in tandem, you’re able to maximize your impact and carve out your own lane within your niche or industry.

-To Generate Cost Savings:A well-oiled strategy will save your business money in a number of areas. Naturally, having a single message helps you conserve resources and reduce waste.Reduce time spent creating, and instead, maximize your marketing budget by circulating.

-To Create a Consumer Experience:In a digital world, people aren’t just looking for their next new favorite product or service. Customers want an immersive experience that is delivered on their own terms. In other words, your customers might not want direct mail or TV ad campaigns.With an integrated marketing communications strategy, consumers help determine how your business’s message is delivered producing better results for your company.

Challenges of IMC

Rapid growth of data base marketing.

A shift in traditional promotions.

Change in the way the advertising agencies compensated.

Rapid growth of internet marketing.

Growing competition in relationship marketing.

Change from mere information delivery to value delivery.

Consumer empowerment.

Fragmentation of media.

Increasing advertising clutter.

Desire for greater accountability.

Various components of Integrated Marketing Communication:

The Foundation : foundation stage involves detailed analysis of both the product as well as target market. It is essential for marketers to understand the brand, its offerings and end-users. You need to know the needs, attitudes and expectations of the target customers. Keep a close watch on competitor’s activities.

The Corporate Culture - The features of products and services ought to be in line with the work culture of the organization.

Brand Focus :Brand Focus represents the corporate identity of the brand.

Consumer Experience: Marketers need to focus on consumer experience which refers to what the customers feel about the product. A consumer is likely to pick up a product which has good packaging and looks attractive. Products need to meet and exceed customer expectations.

Communication Tools :Communication tools include various modes of promoting a particular brand such as advertising, direct selling, promoting through social media such as facebook, twitter, orkut and so on.

Promotional Tools:Brands are promoted through various promotional tools such as trade promotions, personal selling and so on. Organizations need to strengthen their relationship with customers and external clients.

Integration Tools: Organizations need to keep a regular track on customer feedbacks and reviews. You need to have specific software like customer relationship management (CRM)which helps in measuring the effectiveness of various integrated marketing communications tools.Integrated marketing communication enables all aspects of marketing mix to work together in harmony to promote a particular product or service effectively among end-users.

**ADVERSE EFFECTS OF CORONAVIRUS ON NETFLIX**

Netflix is an American media-services provider and production company headquartered in Los Gatos, California, founded in 1997 by Reed Hastingsand Marc Randolph in Scotts Valley, California. The company's primary business is its subscription-based streaming servicewhich offers online streaming of a library of films and television programs, including those produced in-house.Netflix is a streaming service that offers a wide variety of award-winning TV shows, movies, anime, documentaries, and more on thousands of internet-connected devices.

Netflix comes with three affordable monthtly plans which are Basic,Standard and Premium.

Basic plan costs $7.99-N2.197.25

Standard plan costs $8.99-N2.472.25

Premium plan costs $11.99-N3.297.25

Watch anywhere, anytime, on an unlimited number of devices from your personal computer or on any internet-connected device that offers the Netflix app, including smart TVs, smartphones, tablets, streaming media players and game consoles. Can also download your favorite shows with the iOS, Android, or Windows 10 app.

The issue which Netflix faces in the long-term is one of production, though this is a challenge which the entire segment is coming to terms with. All filming has effectively stopped globally, and while Netflix will have content ready to launch over the coming months, the severity of the impact to new content launches will depend on how quickly normality can return to society.

This is a risk for the industry, but it is one which can be managed to a degree. Writing can still

continue, as can production of animated content, though there will certainly be an impact. However, this should be balanced by the gains which Netflix is seeing through this period of societal lock-down.Netflix recorded a figure of just over $5.7 billion for the quarter, up by around $300 million from Q4 2019, and are forecasted to surpass the $6 billion mark next quarter.

Along with a diluted earnings per shargure of $1.57, the services offered by Netflix managed to earn the media services provider 15.7 million new subscribers, a 23% increase from the same quarter last year.The company’s earnings report cited membership growth due to home confinement, reduction in international investment due to the rise in the Dollar, and delay in cash spending on content due to production shutdown leading to improved cash flow as effects that the pandemic has had.Despite a fall in household disposable income, organisations like Netflix are still pulling in consumers through their advanced use of data in this case, to provide personalised programming ideal for COVID-19 confinement.

Netflix is a data business. It allows the massive amounts of customer data collected and leveraged to offer a personalised, real-time service making it a quality customer experience for each user and this has been vital to its success. Netflix, and other platforms like it, have ultra-connected products and services, meaning the more data they gain on their customers the easier it is to customise for users based on usage or experience.While many business leaders from other industries will look at Netflix’s growth and credit this to more people staying at home due to global lockdown and quarantine efforts, in reality, this is a business also facing tough market conditions a growth in market players, a halt on production, and de-prioritisation by customers as purse strings are squeezed. It’s here in how Netflix tackles these challenging circumstances that other businesses should look for inspiration.The Covid-19 pandemic has also caused Netflix to pause the majority of its production around the world due to government lockdowns and recommendations.Netflix has a Twitter feed, used to tweet about the new and upcoming shows that include hashtags to encourage engagement of their audience to not only watch the show but to contribute to the hashtag themselves